

Human Centered Design

THE
FIELD GUIDE
TO HUMAN-
CENTRED
DESIGN



DESIGN KIT

DESIGN KIT





THE FIELD GUIDE TO HUMAN- CENTERED DESIGN

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INSPIRATION:

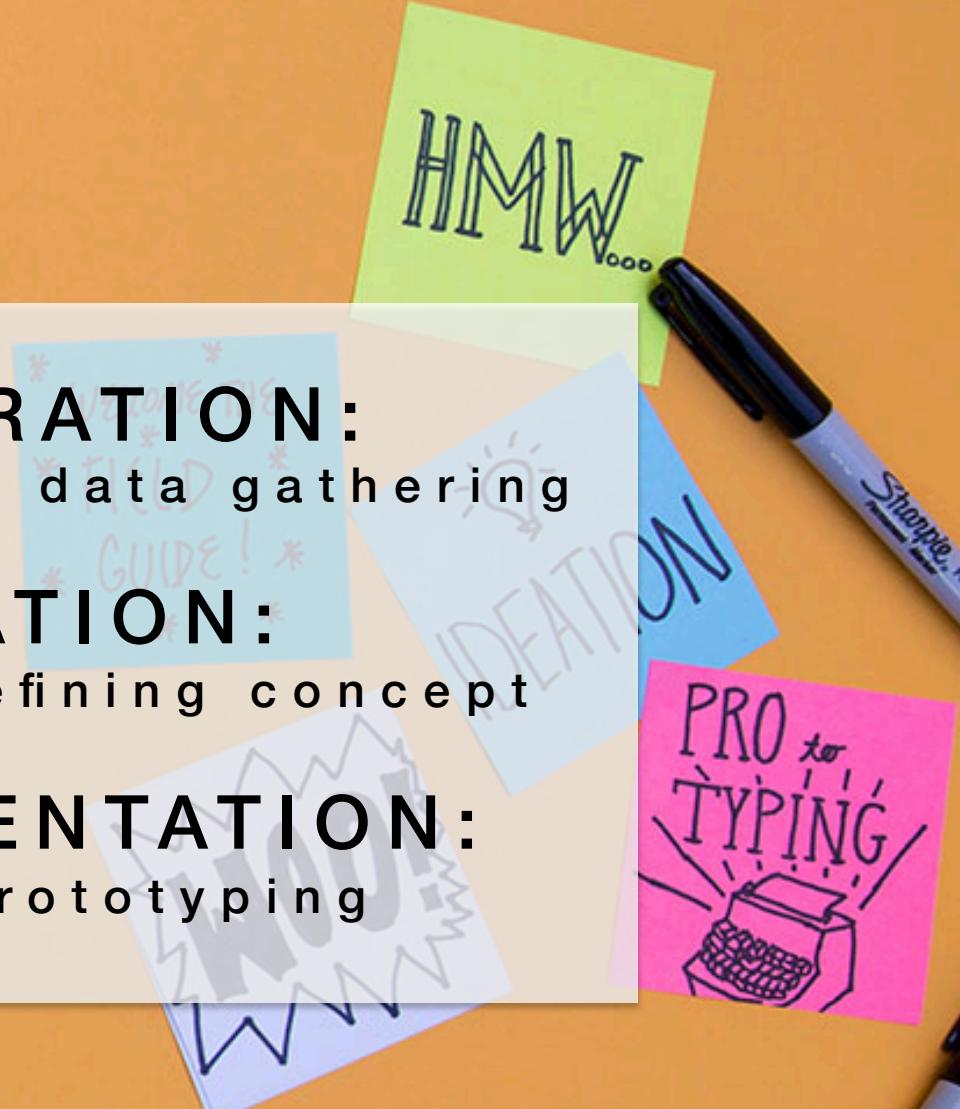
Need finding / data gathering

IDEATION:

Ideating / defining concept

IMPLEMENTATION:

Lo-Fi Prototyping



FRAME YOUR ??

- How Might I

- Not too broad / narrow

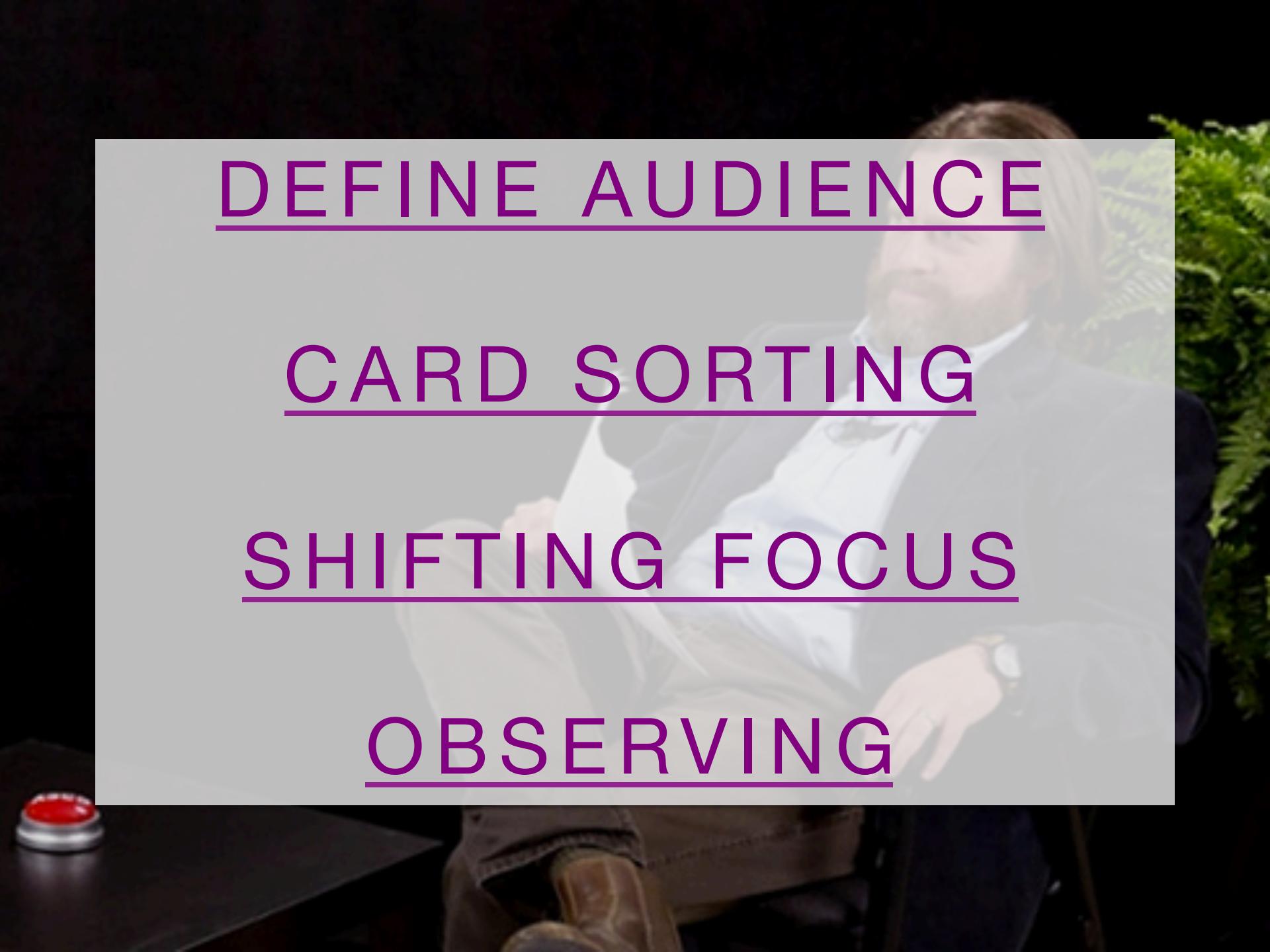
You want room explore and iterate but if it's too broad it's too hard to start

DATA GATHERING METHODS

- Looking for problems / Opportunities / themes / points of interest
- Understanding User / Audience's Wants & Needs

INTERVIEWS

- PLAN: Who / Why / What are you asking them?
- BROAD: Want different perspectives / beliefs / behaviors
 - INDIVIDUAL
 - GROUP
 - EXPERT



DEFINE AUDIENCE

CARD SORTING

SHIFTING FOCUS

OBSERVING

IDEATE / CONCEPTUALIZE

I D E O E



BRAINSTORM!!!!

Bundle ideas

Discover themes

Mash-ups

Storyboarding

Creating Frameworks

Looking for patterns

PROTOTYPING

WHY?

GETTING USER FEEDBACK / INPUT
EARLY IN THE DESIGN PROCESS

IF WORKING IN A TEAM HELPS AVOID
MISCOMMUNICATION

UNCOVERS POTENTIAL PROBLEMS

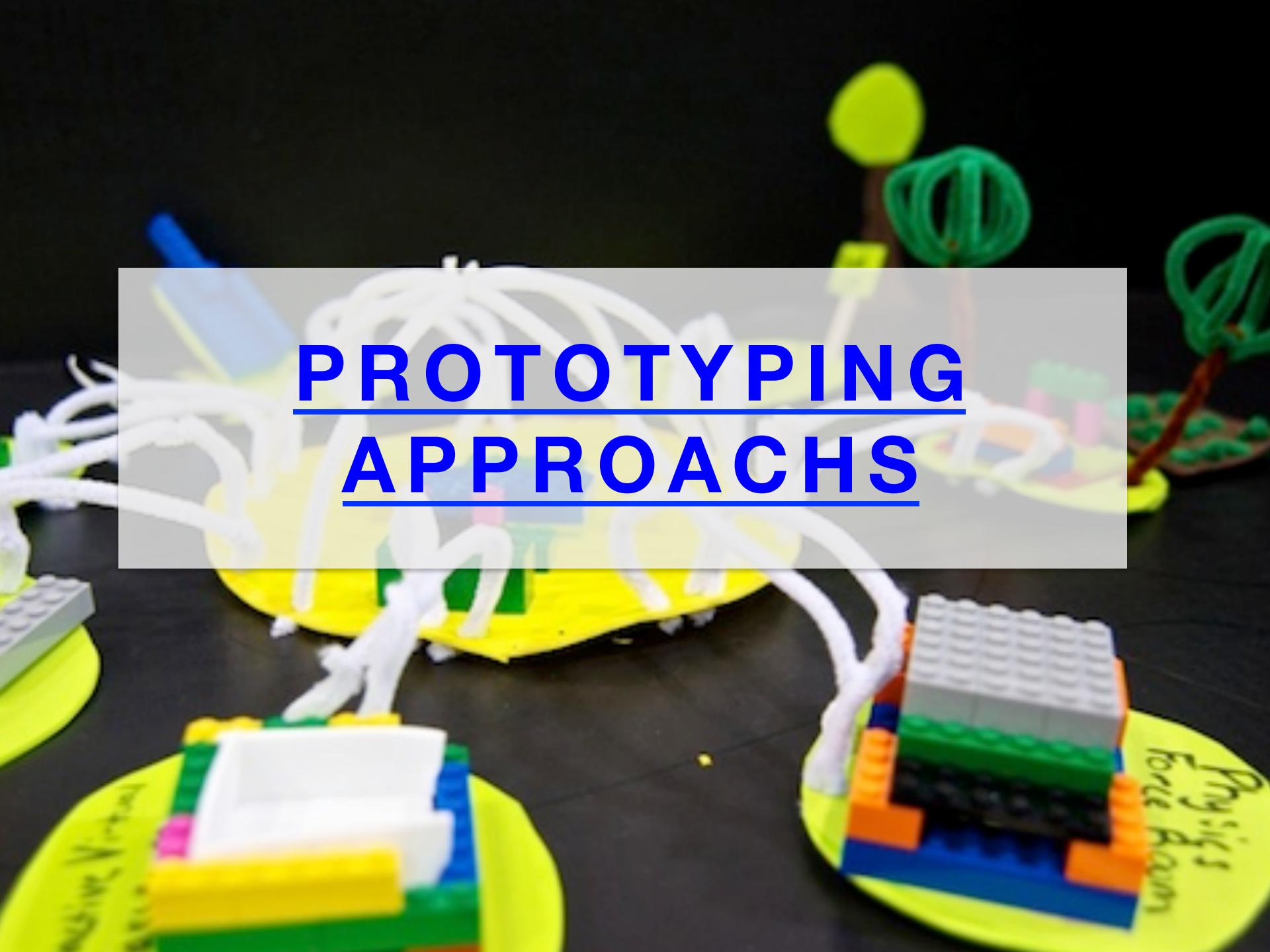
HELPS IDEATION PROCESS

PROTOTYPING

SCIENTIFIC APPROACH

- Pick the most important aspects to test & prioritize
 - Define “Success”
 - Clearly Define Goals
 - Measure & Evaluate

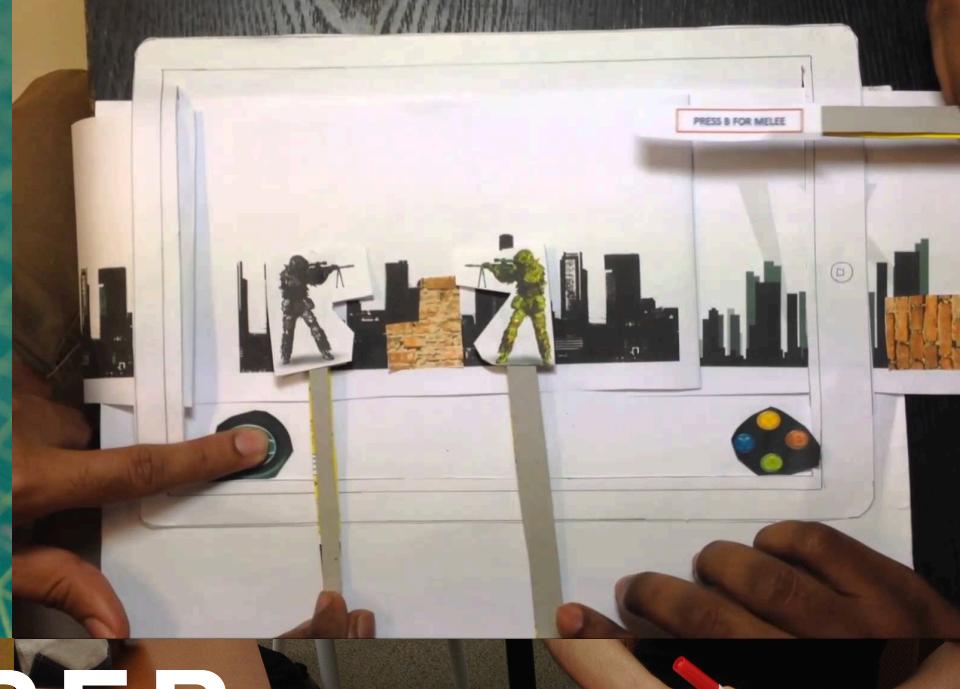
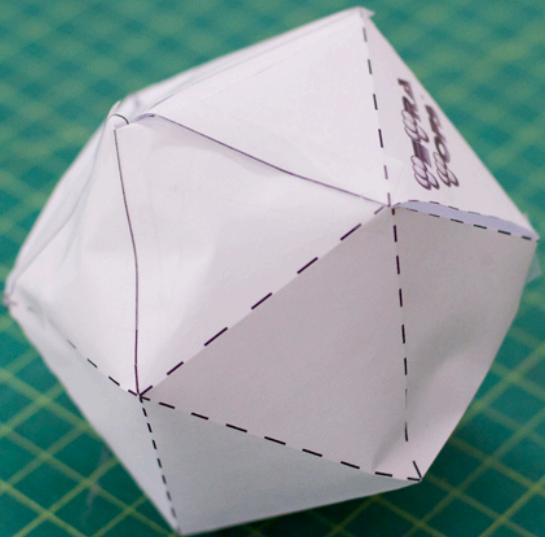
PROTOTYPING APPROACHES



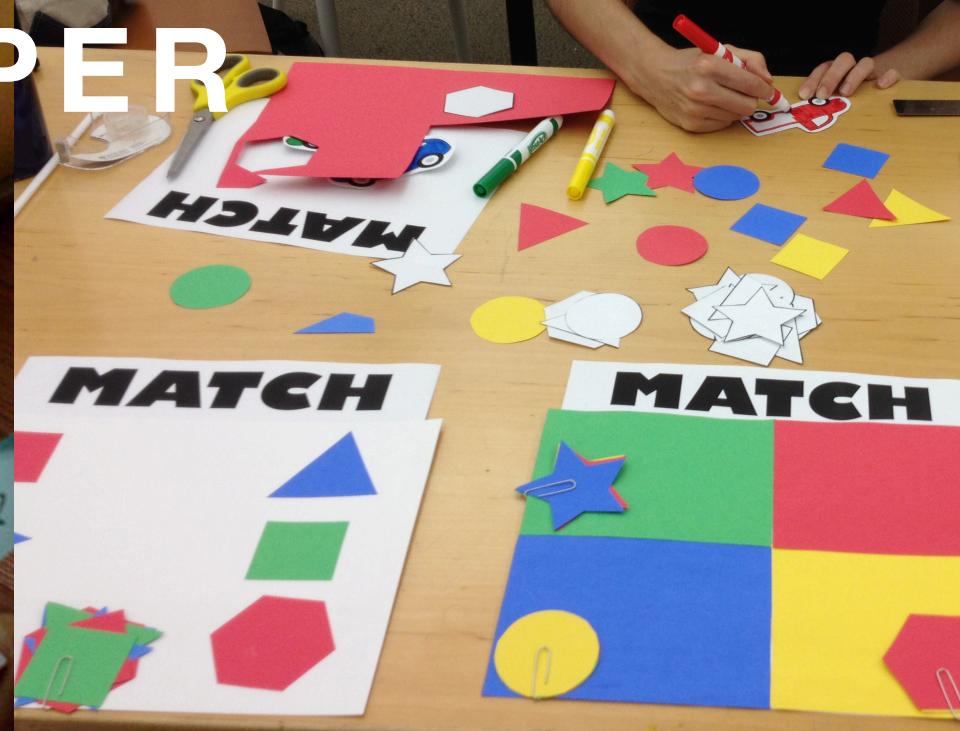
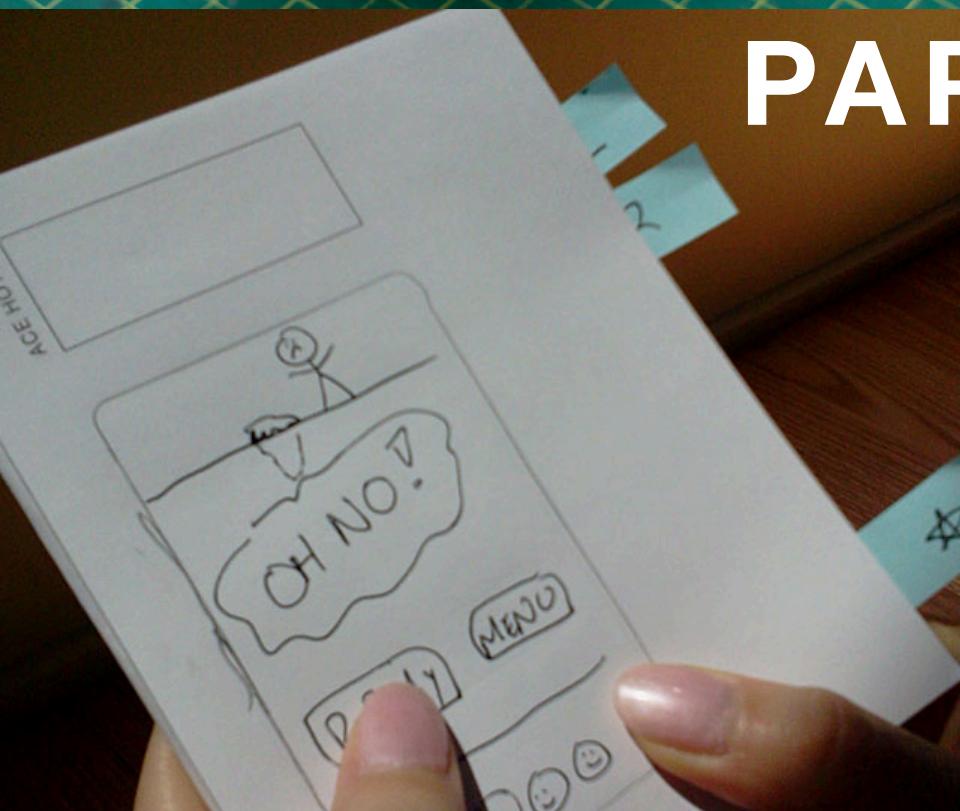
PAPER

HELPFUL APPROACH WHEN FOCUSING
ON ONE ELEMENT OF THE OVERALL
IDEA

- SIMULATE INTERACTION
- TEST & EVALUATE CONCEPT
- WORKFLOWS
- USABILITY



PAPER



CARDBOARD

HELPFUL APPROACH WHEN FOCUSING
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CARDBOARD



SCI-FI WRITING

USING CREATIVE WRITING TO
INTRODUCE INNOVATIONS, BUILDING ON
YOUR RESEARCH TO ABSTRACT
POSSIBLE FUTURE CONCLUSIONS AND
USES

SCI-FI WRITING

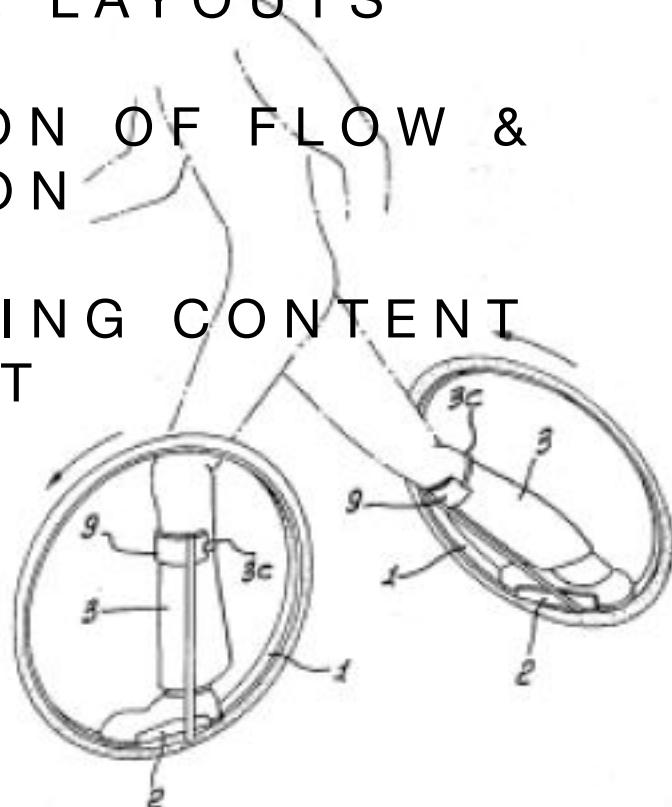
5 STEP PROCESS TO SCIENCE FICTION PROTOTYPING

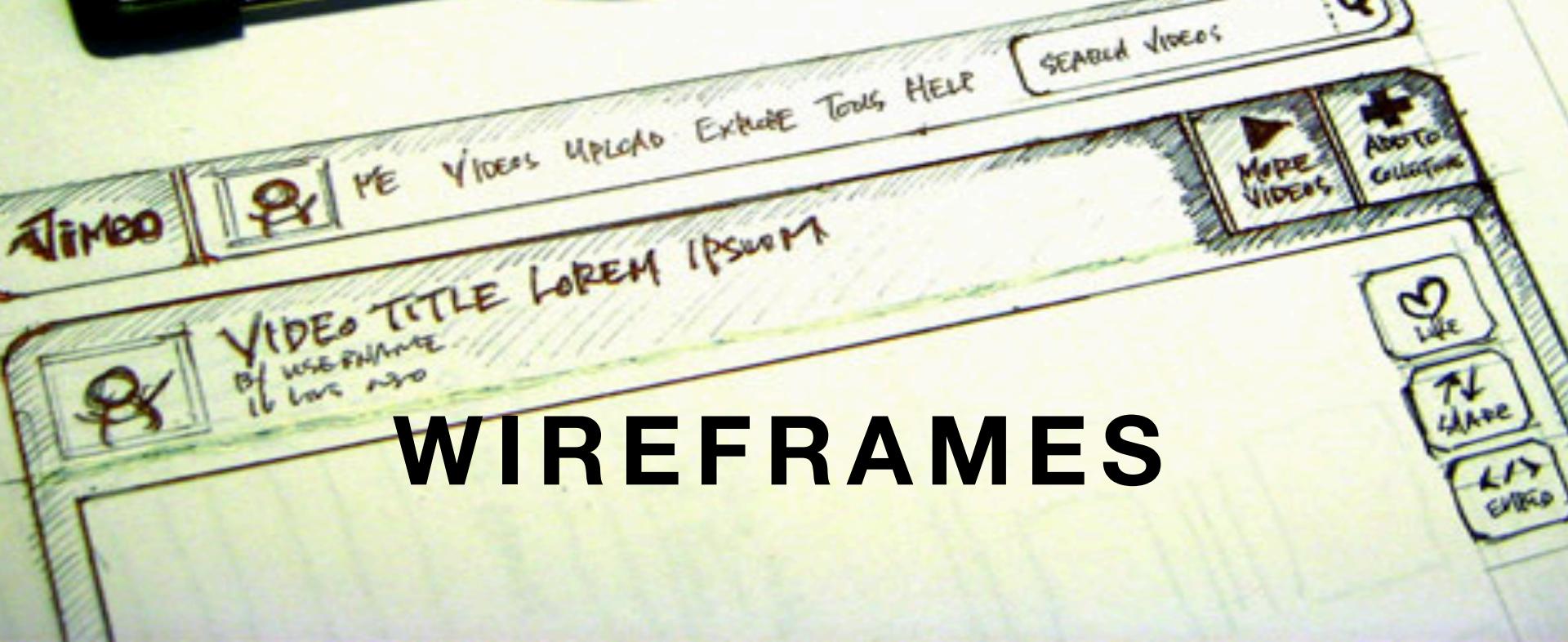
- 1. BUILD YOUR WORLD & YOUR “SCIENCE”**
- 2. IDENTIFY SCIENTIFIC IMPLICATIONS**
- 3. CONSIDER RAMIFICATIONS OF THE
“SCIENCE”**
- 4. IDENTIFY THE HUMAN TOUCH POINTS**
- 5. REFLECT**

WIREFRAMES

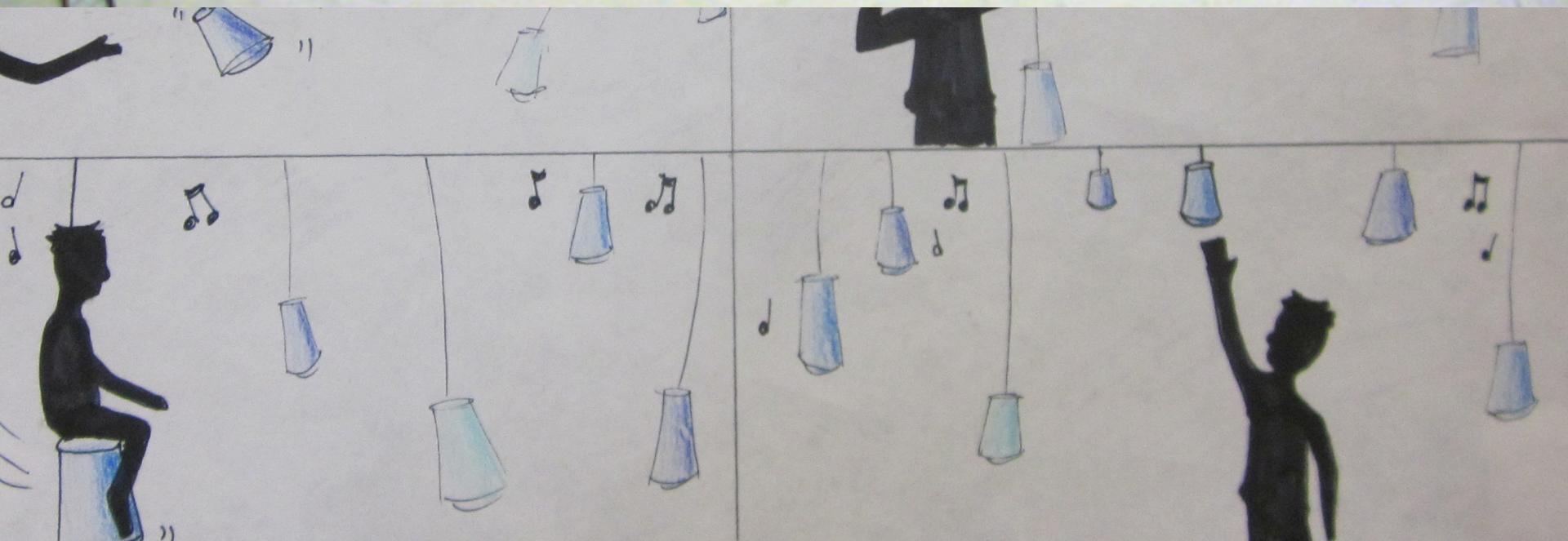
TYPICALLY USED FOR TESTING /
PLANNING INTERFACE LAYOUTS

- VISUAL REPRESENTATION OF FLOW & INFORMATION
- HELPFUL FOR EVALUATING CONTENT PLACEMENT





WIREFRAMES



AND REPEAT!

BEFORE NEXT CLASS:

- Tighten up & Decide on Question / “How might I ?”
- Begin Need Finding & Data Gathering process
 - Conduct interviews
 - Identify User / Audience and their Needs & Wants
 - Look on www.designkit.org for more methods to gather data